



Turn Your Personal Knowledge Into Cash



How to Start an Online Coaching Business



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CASH

(CHEAT SHEET)

METHOD 1: Sell Coaching Expertise through Books

What is it

- ✓ Publish books in your narrow range of niches
- ✓ Highlights your expertise
- ✓ Addresses key questions in your niche
- ✓ Showcases your knowledge and builds up your PERSONAL EXPERT BRAND

Step by Step Guide

- ✓ Focus on a niche
- ✓ Find your niche on Amazon Kindle
- ✓ Pick a sub-niche that doesn't have much competition (but decent demand)
- ✓ Focus your book on that sub-niche
- ✓ Create link in your book that highlights your author brand
- ✓ Find related sub-niche and write a book on that sub-niche
- ✓ Repeat until you have covered your whole niche
- ✓ Write more books to DRILL DOWN your expertise in your niches

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- ✓ The key is to focus an INCH WIDE but MILES DEEP

METHOD 2: Sell Video Courses

What is it

- ✓ Record a set of videos and sell membership access

Step by Step Guide

- ✓ To avoid competition: look for your niche and see how many competitors there
- ✓ Find a sub-niche with fewer competitors
- ✓ Invest in better copywriting: better and more click-bait worthy titles and descriptions
- ✓ Use catchier preview videos
- ✓ OVER DELIVER and UNDER PROMISE – promise more than your competitors but deliver WAY MORE
- ✓ Use worksheets and other support materials that up-sell your kindle books and qualify people for your SCHEDULED WEBINARS – get people to sign up to your mailing list – Call people to action to share your the word about your course
- ✓ Create a course for all your sub-niches and use the elements above

METHOD 3: Scheduled Webinars

What is it

- ✓ These are pre-recorded video presentations
- ✓ Viewers have to sign up for the “event”
- ✓ No Q+A

Step by Step Guide

- ✓ Pick the right webinar platform (should have payment / promo elements / robust appointment setting system)

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- ✓ Write your video script
- ✓ Shoot your video
- ✓ Do outreach / promo
- ✓ Setup appointment setting system
- ✓ Set up email system to remind people
- ✓ Send out event notifications and paid updates
- ✓ Make money off your list (affiliate ads / solo ads / your own products / your kindle books / your udemy courses etc)

METHOD 4: Live Webinars

What is it

- ✓ Actual live presentation in front of camera
- ✓ Free form with talking points
- ✓ One time event with possible replays (if you wish)
- ✓ Appointment is set for one time – can only be viewed when you're talking

Step by Step Guide

- ✓ Pick live seminar software platform (must have billing and promo component / email collection component)
- ✓ Pick date (increase likelihood lots of people will book)
- ✓ Practice prepared materials as well as possible stuff that might come up
- ✓ Look alive, motivated, and eager to help
- ✓ Remember that your BRAND is on the line
- ✓ Call people to action regarding your books, your canned videos, and live coaching

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- ✓ Call people to action to share your stuff

METHOD 5: One to One Coaching

What is it

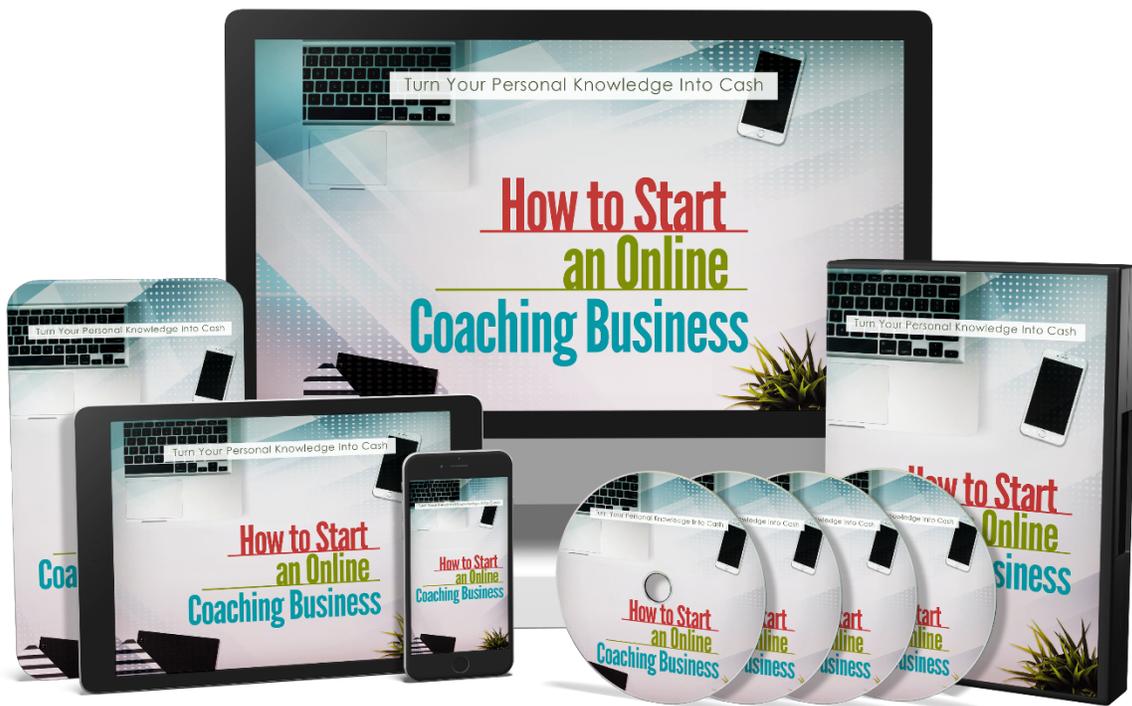
- ✓ Personal coaching via skype
- ✓ Audience of one
- ✓ Live interaction

Step by Step Guide

- ✓ Set up live one on one appointment system on your author site
- ✓ Set up payment system – people must prepay
- ✓ Review client's background materials prior to session
- ✓ Show up on time and coach
- ✓ Try to get next session

Limited Special Offer

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[\(Insert your Upsell Offer URL\)](#)

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